



Helping Consumers Get Connected and Save Energy

Energy Star Products Partner Meeting

October 24, 2017

How do You Help Consumers Get Connected?

- Product Differentiation
- Easy Customer Experience
- Special Help for Low-Income Customers

Product Differentiation





EPA Finalizes ENERGY STAR Ratings For Smart Thermostats, Nest First To Qualify

March 9th, 2017 by [Joshua S Hill](#)



The US Environmental Protection Agency has finalized its first-ever ENERGY STAR specifications for smart thermostats, a move which resulted in the Nest Learning Thermostat becoming the first smart thermostat to receive an ENERGY STAR rating.

The first-ever ENERGY STAR specifications for smart thermostats were determined back on December 23, 2016, but only announced this month by the Environmental Protection Agency (EPA). Unlike other ENERGY STAR-rated products, however, smart thermostats provided a challenge for the EPA, which explained that the "challenge in identifying household thermostats that save energy is accounting for how an individual

2017



Still, Saving Energy is at the core....



Saved

14B kWh
\$1B worth of energy

So we made
a new thermostat...



...at a lower price

The Thermostat E includes all of Nest's proven energy-saving features

AutoSchedule

Home/Away Assist (optional geo-fencing)

Eco Mode

Nest Leaf (behavioral feedback)

Airwave

Heat Pump Balance

True Radiant

Energy History

Sunblock



Easy Customer Experience

One Click



Nest's Solar Eclipse Rush Hour

By the numbers



750,000+

Devices participated



700

MW of load reduction



0

Issues

Eclipse User Experience: Opt in with One Click



Dispatchable Energy Efficiency

Southern California Gas - Nest Seasonal Savings for Aliso Canyon Gas Savings



Schedule tuneups each Winter
(and Summer for elec utilities)



45k participants
enrolled on day 1

Special Help for Low-Income Customers

Energy costs are a burden for families

\$24,998

Low income
median annual income
(US average \$53,988)

\$1,692

Low income
annual utility spending
(US average: \$1,932)

7.2%

Low income
energy burden
(US average: 3.5%)

Introducing Nest's newest initiative

3



Types of partners, including governmental, utilities, and non-profits

1M

Nest Thermostats to low and moderate income families

5



Year

goal

A Final Plea..

Let's start using the Energy Star criteria to determine eligibility for inclusion in thermostat rebate programs

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